

## WHAT IS CLAIMED IS:

1     1.     A method comprising:  
2             sensing that a customer is at a menu board of a drive-through;  
3             outputting an automated greeting using the menu board;  
4             receiving an order from the customer;  
5             determining a subtotal of the order;  
6             determining an offer based on the subtotal;  
7             initiating output of the offer using the digital menu board;  
8             sensing that the customer has moved away from the menu board; and  
9             automatically terminating output of the offer in response to sensing that the  
10     customer has moved away from the menu board.

1     2.     A method comprising:  
2             determining that a customer is at an ordering station;  
3             receiving an order of the customer at the ordering station;  
4             outputting a first offer at the ordering station;  
5             determining that the customer is at a second station; and  
6             outputting a second offer at the second station.

1     3.     The method of claim 2, in which determining that a customer is at an  
2     ordering station comprises:  
3             detecting a vehicle.

1     4.     The method of claim 2, in which the second offer is the same as the first  
2     offer.

1     5.     The method of claim 2, in which the second offer is different than the first  
2     offer.

- 1     6.     The method of claim 2, further comprising:  
2           terminating output of the first offer before the first offer is completed.
- 1     7.     The method of claim 2, further comprising:  
2           receiving an indication that the customer is not at the ordering station; and  
3           automatically terminating output of the first offer in response to receiving  
4     the indication that the customer is not at the ordering station.
- 1     8.     The method of claim 2, further comprising:  
2           determining the first offer based on the order.
- 1     9.     The method of claim 8, in which determining the first offer comprises:  
2           determining a subtotal of the order; and  
3           determining the first offer based on the subtotal.
- 1     10.    The method of claim 8, in which determining the first offer comprises:  
2           determining at least one item in the order; and  
3           determining the first offer based on the at least one item.
- 1     11     The method of claim 2, in which the first offer comprises an upsell offer.
- 1     12.    The method of claim 2, in which the first offer comprises an offer for an  
2     item in exchange for an amount of change due.
- 1     13.    The method of claim 2, in which the second station is a pick-up station.
- 1     14.    The method of claim 2, in which the second station is a payment station.
- 1     15.    The method of claim 2, further comprising:  
2           determining the second offer based on the first offer.

- 1    16.    The method of claim 2, further comprising:  
2            receiving a response to the first offer; and  
3            determining the second offer based on the response to the first offer.
- 1    17.    The method of claim 2, further comprising:  
2            determining whether the first offer was accepted; and  
3            determining the second offer based on whether the first offer was accepted.
- 1    18.    The method of claim 2, further comprising:  
2            determining whether the first offer was completed; and  
3            determining the second offer based on whether the first offer was  
4    completed.
- 1    19.    The method of claim 2, in which the ordering station comprises a menu  
2    board.
- 1    20.    A method comprising:  
2            initiating output of a first upsell offer to a customer at an ordering station;  
3            determining if the customer left the ordering station before output of the  
4    first upsell offer was completed;  
5            if the customer left the ordering station before output of the first upsell  
6    offer was completed,  
7            outputting a second upsell offer to the customer at a second station.